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WASHER RECONVERSION IS AHEAD OF SCHEDULE, WPB SAYS

Reconversion in the domestic washing machine industry is moving a little faster than was expected, the War Production Board says, reporting that manufacturers expect to make 25,000 more washers in the present quarter, ending Sept. 30, than had been anticipated. The previous forecast, made early in August, had been for the production of 50,000 machines, or 10% of the prewar production rate.

The 75,000 washers now expected to be made in the quarter represents 15% of the prewar rate. In the October-November-December period, the peacetime production rate of 500,000 machines a quarter probably will be reached, WPB said.

Soon after victory in Europe was achieved, the limitation order that had prohibited the production of washers, ironers, and driers was liberalized, and WPB assistance was given the industry in starting to reconvert, though at that time many of the plants were still heavily engaged in the production of war supplies.

Priorities assistance for a total of $2,000,000 worth of such reconversion equipment was granted to the whole industry. At present, about 25% of the new construction approved by WPB has been completed, and approximately 50% of the bottleneck tools and equipment have been installed.

WPB also set aside a pool of critical materials, from which allocations were made to individual manufacturers to produce specified quantities of washers in the third quarter (July-August-September) of this year. This set-aside of materials was achieved through the adoption of a program for the production of washers of which the country was in great need. The effect of the program, however, which was planned in support of our war economy, has been to give the manufacturers an early lift into reconversion.

Twenty-nine manufacturers had received authorization to produce specified quantities of washers and priorities assistance in obtaining materials for them, before the surrender of Japan, which freed most materials to such an extent that this type of assistance is no longer considered necessary, WPB said.

AMERICAN RETAIL FEDERATION MEETS WITH OPA TO PROTEST 'ABSORPTION PLAN'

Continuing their protest of OPA's price absorption price, retailers represented by the American Retail Federation were scheduled to meet last Thursday with OPA Administrator Chester Bowles.

According to Detroit retailing executives, since the first of the year OPA has granted 54 general price increases and forced retailers to absorb them in full in 51 instances. Last year, it is reported, retail prices were held level only 35 times out of 54 manufacturing increases.

Citing recent studies made by the American Retail Federation, Detroit retailers declared that wartime earnings of retailers have not been as great as those of industry. Earnings of incorporated retailers rose 268% from 1939 to 1943, while earnings of unincorporated retailers gained 99% during the same period. All corporations, however, registered a 329% gain in earnings during that time, and manufacturing corporations' gains averaged 354%, claim retailers.

CMP 4 GOES OUT SEPT. 30, WPB TELLS WHOLESALERS

An amendment to Controlled Materials Plan Regulation 4, governing sales of controlled materials by warehouses and distributors, was issued by WPB providing for the automatic revocation of that regulation with the expiration of CMP, which governs the distribution of steel, copper, and aluminum, on Sept. 30, the War Production Board reported.

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WASHER MANUFACTURERS PLAN PROTEST OF OPA'S SUGGESTED 7.7% PRICE INCREASE FACTOR

OPA's promise to washer manufacturers of a 7.7% price increase factor over 1941 levels to replace the original 5.2% factor is still not enough, complains Bernard J. Hank, president of Conlon Corp. and chairman of the OPA domestic laundry equipment industry advisory committee.

Formal protest will be entered when the ruling is received because even at that figure manufacturers will be producing washers at a loss, depending upon their reserves for the present, indicated Mr. Hank.

CHICAGO DISTRIBUTOR GROUP TO HOLD APPLIANCE & RADIO SHOW IN UTILITY SHOWROOMS

An electrical appliance and radio show sponsored by the Electric Association of Chicago will open Oct. 1 in the showrooms of the Commonwealth Edison Co. and run for a month or longer.

Booths will be prepared by the utility company, with the products being supplied by distributors or manufacturers whose distributors are members of the Chicago association. There will be no charge for the booths and each manufacturer may place one appliance in the show windows of Commonwealth Edison.

Distributors will be permitted to take orders for their dealers, and the latter may also bring in customers to view the appliances, it was announced. The utility does not plan to do any selling itself during the show.

HIGH PERCENTAGE OF FOOD STORES IN EAST NOW HANDLING FROZEN FOODS

Frozen foods are now being handled by 28% of some 500 wholesale grocers, chain stores, retail grocers, and other food outlets in the New England area, and about 90% of those not now handling frozen foods plan to do so, according to a recent survey. Some 60% of 900 New York City dealers are already retailing frozen foods, another survey shows.

LOCKER OPERATORS OFFERED GROUP BUYING PLAN FOR RETAILING OF HOME FREEZERS

Selection of a 4 cu. ft. capacity home freezer selling for less than $200 to be sold by operators of locker plants has been announced by the National Frozen Food Locker Association. Deliveries of floor models will begin in October, and full production is expected by the end of December, the locker association said.

Members of the association can now order this unit directly from the manufacturer on advance commitments with a minimum of 100 freezers on each advance order. Individual shipments will be made to locker operators on the basis of the ratio of the individual's immediate commitment to total commitments, it was announced.

The freezer is a self-contained unit with "Freon-12" refrigerant. Insulated with corkboard, the unit is table-top opening, the association said. At a special advance showing, commitments for more than 10,000 freezers were placed by locker plant operators, the association reports.

C. L. Terrel of DeGraff, Ohio, heads the committee which arranged for this group buying plan for the locker association.

FEDDERS LAUNCHES $500,000 EXPANSION PROGRAM; PLANS 5-FOR-1 STOCK SPLITUP

An expansion and modernization plan which will total about $500,000 during the next year and double present employment has been started by Fedders Mfg. Co. in Buffalo, company officials have announced.

During the past two months the company has closed orders for about $3,000,000 worth of automobile radiators and $1,000,000 worth of other products, including water coolers, refrigeration condensers, and industrial heating units—enough backlog to insure capacity operations until next May, the company said.

The company has also announced a special meeting of stockholders for Oct. 16 to vote on a proposed five-for-one splitup of its 240,000 outstanding shares of common stock. Directors said the proposed stock splitup is intended to facilitate eventual listing of Fedders on the New York Stock Exchange, and is not associated with the rumored merger of the company with Frank J. Quigan, Inc. Mr. Quigan is chairman of the board of both companies.

SEIBERLING TO DISTRIBUTE APPLIANCES AND RADIOS TO ITS TIRE DEALERS

Entrance of the Seiberling Rubber Co. into the appliance and radio merchandising fields has been announced by Col. J. L. Cochrun, vice president in charge of sales, who says that the tire company will make such products and other items available to dealers who handle the tire line.

Heading the new setup at factory headquarters in Barberton, Ohio, is D. B. Sayre. Merchandising aid will be offered to dealers who have store fronts, it was announced.

RELEASE OF MICA BY GOVERNMENT EXPECTED TO SPEED APPLIANCE RECONVERSION

Release of mica from government stockpiles, pending resumption of private purchase in those fields now restricted by government purchasing programs, is expected to accelerate reconversion in the electrical appliance field, according to a recent announcement by WPB.

The present government purchase commitments will terminate on Nov. 30, and steps are being taken to allow parallel private purchase prior to the expiration date, WPB officials said.

W. B. HILL NAMED MANAGER OF MANUFACTURING FOR G-E HOUSEHOLD REFRIGERATORS

W. B. Hill has been appointed manager of manufacturing for the household refrigerator division of the General Electric Co., it has been announced by H. L. Andrews, vice president.

All refrigerator manufacturing operations at Erie, Pa., where Mr. Hill will make his headquarters as well as at Schenectady will be under his general direction.

Mr. Hill was superintendent of the refrigerator unit factory at Schenectady from 1930 to 1942, when production was suspended for the war's duration. He has recently been superintendent of motor manufacturing at the Schenectady Works. His association with General Electric dates back from 1908.

ALCO VALVE TO RETAIN WARTIME EMPLOYES; CAPITALIZATION OF COMPANY QUADRUPLED

Retention of all its 500 wartime employes and the addition of others to meet the peacetime demands for valves and other products for the air conditioning and refrigeration industry is planned by Alco Valve Co., according to Russell Maguire, owner.

Capitalization of the company is being quadrupled from $108,000 to $432,000 by the transfer of funds from surplus to capital, Mr. Maguire also disclosed. The company plans to remain in the enlarged quarters at 865 Kingsland Ave., St. Louis, which Alco occupied during the war.

In addition to Mr. Maguire, who is serving as president and general manager, company officers include John Dube, Charles B. Lockwood, and Douglas Hammond as vice presidents. Mr. Lockwood also is secretary-treasurer.

SHERER-GILLETT STARTS CONSTRUCTION OF NEW PLANT ADDITION AT MARSHALL, MICH.

Construction has been started on an addition to the Marshall, Mich., plant of Sherer-Gillett Co., manufacturer of commercial refrigerators. Of fireproof construction, the new addition will be devoted to general production and will include ovens for baking synthetic enamel finishes on a metal base. The new ovens will be equipped with infra-red lamps to cut drying time from hours to a matter of minutes, the company has announced.

RASMUSSEN LEAVES CROSLEY FOR POST AS VICE PRESIDENT OF UNITED WALL PAPER CO.

Resignation of James H. Rasmussen as general sales manager of the manufacturing division of Crosley Corp. has been announced by R. C. Cosgrove, vice president and general manager of the manufacturing division.

Mr. Rasmussen has become a vice president of United Wall Paper Co. of Chicago and will assume his new position on Oct. 1. He had been associated with Crosley in various capacities since 1941 and was previously assistant general manager of Zenith Radio Corp. of Chicago for five years.

Announcement of Mr. Rasmussen's successor at Crosley will be made at a later date, Mr. Cosgrove said.

DEEPFREEZE APPOINTS HARLEY W. WHITMORE AS CHIEF ENGINEER

Harley W. Whitmore has recently been appointed chief engineer of the Deepfreeze Division of Motor Products Corp., North Chicago, Ill. He will be given complete responsibility for the continual development of the line of Deepfreeze home freezing units and industrial sub-zero chilling machines.

Prior to his joining the Deepfreeze staff he was employed for years in a similar capacity. He has been instrumental in the successful development of locker plant evaporators, freezer rooms, altitude chambers, industrial and domestic sub-zero chilling units, and many other types of refrigeration equipment.

WPB TO CONTINUE SOME INDUSTRY ADVISORY COMMITTEES

Industry advisory committees of an over-all type will be retained on an "on call" basis until the War Production Board is liquidated, WPB announced, in issuing supplementary rules to govern its advisory groups.

During the present demobilization and reconversion period, certain industry committees that represent segments of major industries will be dissolved. Over-all type committees will continue to function. As an example, WPB pointed out that the Over-all Construction Machinery Industry Advisory Committee would remain intact, but that such specific industry segments as the snow plow manufacturers' committee and concrete paver manufacturers' committee would be dissolved.

The Attorney General has assured WPB that the agency may continue to confer with industry advisory committees "until the time the present authority of the War Production Board under the Second War Powers Act, as amended, terminates."

WPB also announced that certificates of appreciation will be forwarded to 8,000 members of the 792 committees now active as well as to industry members formerly associated with the agency's advisory groups since the first one was formed late in 1941. Each certificate will express the appreciation of J. A. Krug, WPB chairman, for their "loyal service to a grateful nation."

CROSLEY PRESENTS FIRST RECONVERSION REFRIGERATORS TO RICHMOND, IND., SCHOOLS

When the first Shelvador electric refrigerator since the spring of 1942 rolled off the production line at the Richmond, Ind., plant of the Crosley Corp., it was presented to the Richmond public schools for use in a home economics cottage situated on the high school campus.

O. M. Swihart, superintendent of Richmond schools, accepted the refrigerator from Frank A. Schotters, Crosley vice president in charge of production, at an informal presentation at the Richmond Crosley plant, in which John W. Craig, Crosley works manager at Richmond, and Lee Stratton, refrigeration product manager, also participated.

BODEM PLACED IN CHARGE OF SALES FOR INTERNATIONAL DETROLA'S RADIO DIVISION

George A. Bodem has been elected a vice president of International Detrola Corp. and placed in executive charge of sales of the radio division, announces C. Russell Feldmann, president.

Joseph Ruder, formerly with Crosley Corp., has also been appointed general purchasing agent of the Detrola radio division, according to Richard H. Wann, director of purchases.

Mr. Bodem comes to Detrola from the Tung-Sol Lamp Works, Inc., Newark, N. J., where he was general sales manager. He had been with Tung-Sol for the past 25 years.

McCRAY REFRIGERATOR CO. BEGINS CONSTRUCTION OF NEW FINISHING PLANT

Starting of construction of a new finishing building at the McCray Refrigerator Co.'s plant in Kendallville, Ind., marks the final stage of the company's modernization and expansion plans, the company has announced.

Scheduled to be completed about Jan. 1, the new building is of one-story construction, 50 ft. wide by 464 ft. long. It will house a modern finishing department and a reception room for employes.